



09:30	<b>Peter Karow</b> , Germany AdCyclopedia	
10:00	<b>George Bokos</b> , Greece The case of the e-book: social and technological assessments	
10:30	<b>Jacques André</b> , France Digital libraries and printed books on typography	
<b>11:00 – 11:30</b>	<b>Coffee break</b>	
11:30	<b>Robin Kinross</b> , UK Modern typography revised	
12:00	<b>Mark Zeman</b> , New Zealand The evaporating author, devaluing of design and tracing a transactional aesthetic	
12:30	<b>Joyce Yee</b> , UK The typographic dilemma: reconciling the old with the new using a cross-disciplinary typographic framework	
13:00	<b>Discussion</b>	
<b>13:30 – 15:00</b>	<b>Lunch break</b>	
15:00	<b>Theodora Mantzaris</b> , Greece Visual identity of the Athens 2004 Olympic Games	
15:30	<b>Minos Zarifopoulos</b> , Greece Urban identity: Athens through a designer's eye	
16:00	<b>Jannis Androutsopoulos</b> , Germany Tricks of virtual identity design	
<b>16:30 – 17:00</b>	<b>Coffee break</b>	
17:00	<b>Petr van Blokland</b> , The Netherlands Artificial intelligence as a working environment to design the design process	
17:30	<b>Erik Spiekermann</b> , Germany Sex and Type and Rock 'n' Roll	
	<b>Discussion</b>	
<b>12:00 – 17:00</b>	<b>VIDEOS</b> Michalis Arfaras, Germany, <i>Dollhouse, dollplace and an alphabet</i> Jannis Stefanakis, Greece, <i>Aglaon, Classical typography</i> Anna Kiriakidou, Greece, <i>Running typography</i>	<b>Hall 7</b>
<b>13:00 – 16:00</b>	<b>WORKSHOPS</b> Fontlab Bookbinding Olympic Signage	<b>Teleconference Hall</b> <b>Hall 16</b> <b>Hall 1</b>

- 09:30 **Christina Banou**, Greece  
Flourishing of the printed book
- 10:00 **George Matthiopoulos**, Greece  
The typography of Zacharias Kalliergis: A digital revival of his type characters
- 10:30 **Andreas Sophocleous**, Cyprus  
Printing and publishing in Cyprus during the first years of the British Occupation
- 11:00 – 11:30** **Coffee break**
- 11:30 **Petra Cerne Oven**, UK  
Josef Poklukar, the first Slovene typographer
- 12:00 **Dimitris Koutsobolis, Irimi Giannara, Iro Laskari**, Greece  
The use of a communication alphabet through communication theory models
- 12:30 **Dimitris Charitos, Michalis Meimaris**, Greece  
Virtual reality: a medium for communication
- 13:00 **Discussion**
- 13:30 – 15:00** **Lunch break**
- 15:00 **Lambros Kalampoukas**, USA  
Trends and advancements in modern data communication technologies
- 15:30 **Thomas Siomos**, Greece  
Communication and GSM; aesthetic and emotional involvement
- 16:00 **Alexios Zavras**, Greece  
Open source: an alternative development process and its application in the design domain
- 16:30 – 17:00** **Coffee break**

12:00 – 17:00 **VIDEOS**

Michalis Arfaras, Germany, *Dollhouse, dollplace and an alphabet* **Hall 7**  
 Jannis Stefanakis, Greece, *Aglaon, Classical typography*  
 Anna Kiriakidou, Greece, *Running typography*

13:00 – 16:00 **WORKSHOPS**

Fontlab **Teleconference Hall**  
 Bookbinding **Hall 16**  
 Olympic Signage **Hall 1**

- 09:30 **Irini Voulgari, M. Bourousian, J. Palivos, N. Spirellis**, Greece  
Text and multimedia: views of reading in digital applications
- 10:00 **Mary Dyson**, UK  
How to facilitate effective use of virtual learning environments
- 10:30 Vangelis Hatzitheodorou  
Legibility in Greek typography
- 11:00 – 11:30 Coffee break**
- 11:30 **Kevin Larson**, USA  
The psychology of word recognition
- 12:00 **Karel van der Waarde**, Belgium  
Information for patients: type matters
- 12:30 **Peter Enneson**, Canada  
Visual interference, response bias, computation costs and cue value: perceptual processing touchstones for type design and typography; or why strategic construction, a well-motivated contrast scheme and “space craft” still matter
- 13:00 **Ole Lund**, Norway  
Putting legibility research in its right place: a history of legibility research
- 13:30 – 15:00 Lunch break**
- 15:00 – 16:30 **Round table discussion** (J. Hudson, M. Dyson, K. Larson, P. Enneson, H. Papazian)  
Legibility and readability
- 16:30 – 17:00 Coffee break**
- 17:00 **Michael Wong**, New Zealand  
Colour & light: An investigation into the application of colour theory and lighting techniques within three dimensional environment
- 17:30 **David Carson**, USA  
Behind the seen
- Discussion**

- 12:00 – 17:00 **VIDEOS**  
Michalis Arfaras, Germany, *Dollhouse, dollplace and an alphabet*  
Jannis Stefanakis, Greece, *Aglaon, Classical typography*  
Anna Kiriakidou, Greece, *Running typography*

Hall 7

- 13:00 – 17:00 **WORKSHOPS**  
The Design Game  
Bookbinding

Teleconference Hall

Hall 16

- 09:30 – 11:00 **Dimitris Aravanopoulos**, (ATLAS), Greece  
Company Presentation
- Kyriakos Alexiou**, (Xerox Hellas), Greece  
Digital technology: challenge or risk?
- 11:00 – 11:30** **Coffee break**
- 11:30 – 13:00 **Bredin Erik**, (Mediagraph, Greece), France  
The digital transformation in communications
- Mark Barratt**, (Text Matters), UK  
It looks like publishing but it's something new:  
the move from transmission to conversation in digital publishing
- 13:00 **Discussion**
- 13:30 – 15:00** **Lunch break**
- 15:00 – 16:30 **Sabine Sirach**, (MAN Roland), Germany  
Digital offset printing – what makes sense
- Adam Twardoch**, (Fontlab Ltd)  
From graphic symbols to digital fonts
- 16:30 – 17:00** **Coffee break**

09:00

**The Thessaloniki art & history tour** (only for delegates who have subscribed)

*On Sunday, 27 June, we will visit Aghios Nikolaos Orfanos, the basilica of St. Dimitrios and the crypt, as well as the Arch of Galerious (Kamara); then, a short walk will lead us to the Rotunda. Our visit to the Thessaloniki Byzantine Museum will be followed by a relaxed lunch at a traditional Greek taverna. For the afternoon, the Conference Organizing Committee has arranged a view of the Kostakis Collection (Russian avant-garde) at the State Museum of Contemporary Art (Moni Lazariston).*

13:00 – 16:00

**WORKSHOPS**

Bookbinding

Olympic Signage

Hall 16

Hall 1

- 09:30 – 11:00 **Philippos, Northern Greece Publishing SA**, Greece  
Company Presentation
- Agfa**, Greece  
Company Presentation
- 11:00 – 11:30** **Coffee break**
- 11:30 – 13:30 **Hrisavgi Kosolia**, Greece  
Digital printing on textiles
- Anastasios Politis**, (Politis Research), Greece  
Structure of the media Industry and the print versus the electronic media debate.  
Towards a post-industrial model?
- Urania Bournaca, Elli Kampassakali, Evangelia Varella**, Greece  
A preliminary evaluation of physicochemical methods used for the diagnosis  
of coatings and colorants in lithographic prints
- 13:30 – 15:00** **Lunch break**
- 15:00 – 16:30 **Spiros Sarantaenas**, (City), Greece  
The Free Press in Greece: a constantly developing market. Opportunities and risks
- Vassilis Xanthopoulos**, (XL Graphics), Greece  
Company Presentation
- Perrakis Papers**, Greece  
Company Presentation
- 16:30 – 17:00** **Coffee break**
- 16:00 **Discussion**

09:30	<b>Jean François Porchez</b> , France Parisine, a parisian type	
10:00	<b>Piero De Macchi</b> , Italy A new font: Nomina	
10:30	<b>Simon Daniels</b> , USA New and updated fonts in the next version of Windows	
<b>11:00 – 11:30</b>	<b>Coffee break</b>	
11:30	<b>John Hudson</b> , Canada New technologies for ancient texts	
12:00	<b>Justin Howes</b> , UK Type, technology and society	
12:30	<b>Erik van Blokland, Just van Rossum</b> , The Netherlands LettError and the Twin Cities	
13:00	<b>Discussion</b>	
<b>13:30 – 15:00</b>	<b>Lunch break</b>	
15:00	<b>Jan Middendorp</b> , Belgium How letterforms survive technological change – or don't	
15:30	<b>Lucas de Groot</b> , Germany Homage to Pythagoras	
16:00	<b>Evrripides Zantides</b> , Cyprus The use of type in Fine Art. How interpretation of the text defines perceptual stance	
<b>16:30 – 17:00</b>	<b>Coffee break</b>	
17:00	<b>David Lemon</b> , USA An examination of the interactions between type design and desktop technology	
17:30	<b>Hrant Papazian</b> , USA Designers of the world, Ligate!	
18:00	<b>Discussion</b>	
12:00 – 17:00	<b>VIDEOS</b> Michalis Arfaras, Germany, <i>Dollhouse, dollplace and an alphabet</i> Jannis Stefanakis, Greece, <i>Aglaon, Classical typography</i> Anna Kiriakidou, Greece, <i>Running typography</i>	<b>Hall 7</b>
13:00 – 16:00	<b>WORKSHOPS</b> Fontlab Bookbinding Olympic Signage	<b>Teleconference Hall</b> <b>Hall 16</b> <b>Hall 1</b>
16:00 – 19:00	The Design Game	<b>Teleconference Hall</b>

09:30	<b>Vasilios Bourdakis</b> , Greece From pen to bit: Computers in architectural design	
10:00	<b>Maaïke van Neck</b> , UK The implementation of electronic writing methodologies: the relations of users thinking and typing process in electronic writing space	
10:30	<b>Roi Sabarov</b> , Israel Experimental typography (3D animation sequence)	
<b>11:00 – 11:30</b>	<b>Coffee break</b>	
11:30	<b>Costis Dallas</b> , Greece Metaphors to browse by: visual, textual and interactive rhetorics of cultural websites	
12:00	<b>Theodore Goutas</b> , Greece Architecture and design for an academic website	
12:30	<b>Irini Pitsaki, Jordi Montaña</b> , Spain Design management for European projects: identity and visual communication	
13:00	<b>Discussion</b>	
<b>13:30 – 15:00</b>	<b>Lunch break</b>	
15:00	<b>Gerry Leonidas</b> , UK Restating the brief: a new agenda for design education	
15:30	<b>Charis Tsevis</b> , Greece Give education an Oscar! Planning, designing and casting for the real school. Coming soon...	
16:00	<b>Angelos Bakas</b> , Greece The design process as an educational tool	
<b>16:30 – 17:00</b>	<b>Coffee break</b>	
17:00	<b>Alessandro Segalini</b> , Italy Typography & education: the character of a class	
17:30 – 18:30	<b>Round table discussion</b> Education	
12:00 – 17:00	<b>VIDEOS</b>  Michalis Arfaras, Germany, <i>Dollhouse, dollplace and an alphabet</i> Jannis Stefanakis, Greece, <i>Aglaon, Classical typography</i> Anna Kiriakidou, Greece, <i>Running typography</i>	<b>Hall 7</b>
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16:00 – 19:00	The Design Game	<b>Teleconference Hall</b>

- 09:30 **Vangelio Tzanetatou**, Greece  
Bookbinding: structure, function, longevity
- 10:00 **Dimitris Arvanitis**, Greece  
Typography: A disreputable art in our urban present
- 10:30 **Stergios Delialis**, Greece  
The Thessaloniki Design Museum; ten years after
- 11:00 – 11:30** **Coffee break**
- 11:30 **Alan Fletcher**, UK  
A walk in the park
- Discussion**
- 13:00 – 14:30** **Lunch break**
- 14:30 **Conclusions**

**19:30** **GALA DINNER**